

Chief Communications Officer (Volunteer)

Description

Title: Chief Communications Officer (CCO)

DC, MD, VA Residency Requirement: Yes

Are the duties within this position able to be conducted 100% virtually? Yes

About This Position:

The mission of this position is to provide professional, timely, and accurate information to internal and

external stakeholders using all communication channels possible. Ensure that messaging across the

organization is consistent and aligned with YGL's strategic goals.

Programmatic Goals:

1. Spearhead a communications strategy into how YGL communicates as a whole to internal and

external stakeholders.

2. Manage the curation of engaging content to drive YGL brand awareness and engagement.

Major Duties and Responsibilities:

1. Develop a communication strategy that promotes YGL programs and events to internal and external

stakeholders.

2. Investigate and recommend the latest in telecommunications products and services for use by the

YGL.

3. Ensure the timely delivery of the YGL Communications (e.g. National Newsletter, announcements,

events, websites etc.).

4. Act as editor-in-chief for all YGL publications for internal and external stakeholders.

5. Responsible for the proper utilization and maintenance of the GovDelivery system.

6. Updates the listserv regularly to include marketing updates as needed for specific events.

7. Ensure an appropriate variety of media is used to publicize YGL activities and events.

8. Collaborates and meets regularly with the Chief Technical Officer and Chief Social Media Officer

on the YGL communication calendar and social media metrics.

9. Develop a variety of communication content such as press releases, articles, scripts, newsletters,

blogs, posts, etc.

10. Work closely with the Social Media Director to ensure information coalesces and is accurate across

all platforms

11. Ensure the media section of the YGL website is up to date.

12. Provide consultation to the YGL chapter regarding communication protocol, products, and services.

13. Attend monthly National Leadership Team meeting and events.

Committee Eligibility:

This position does have the option of utilizing a committee.

Communications Committee:

The Chief Communication Officer shall oversee a committee of 2-8 YGL members to meet the committee's

Hiring organization

Young Government Leaders

Employment Type

Volunteer

Date posted

September 29, 2024

goals in partnership with the Chief Technical Officer and Chief Social Media Officer. The committee will focus on

- ☑ Monthly & Events newsletter creation
- ☑ Writing/Editing content for newsletters, websites, blogs, posts, press releases, etc.
- ☑ Strategic communications initiatives (employee shoutouts, chapter communications, etc.)
- ☑ Internal membership engagement campaigns to enhance community building
- ☑ Posting on social media

Expected Commitment:

- ☑ Generally, this position requires 10-12 hours per month of commitment. This commitment may vary depending on the activities being led.

The expected term length is one year from the time of appointment, with an option to extend for one additional year.

Other Requirements:

Current government employee (federal, state, local, tribal, etc)

Skills Needed:

Skills in telecommunications apps and social media platforms, including Twitter, LinkedIn,

Facebook, Instagram, TikTok, and Slack, etc.

Attention to detail, excellent time management skills, and the ability to manage multiple streams of work.

Project management skills, including being organized and capable of tracking multiple deadlines

and short turnaround actions.

Editing and proofreading.

Excellent people skills.

Excellent written and oral communication skills.

Experience creating short videos for social media or campaign distribution.

Creativity/ability to think outside of the box

Critical thinker with a strategic mindset

Understanding of survey design, focus group management, interviewing, and the organizational skills to track data collected.